

# Community Health Promotion Summit Kansas, 2016

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Pennsylvania Department of Health



Public Health Campaign

Secondhand Smoke



# Young Lungs at Play

California and  
Rockland, NY

Tobacco-free parks,  
playgrounds and  
recreational areas

Health policy and  
environmental  
change





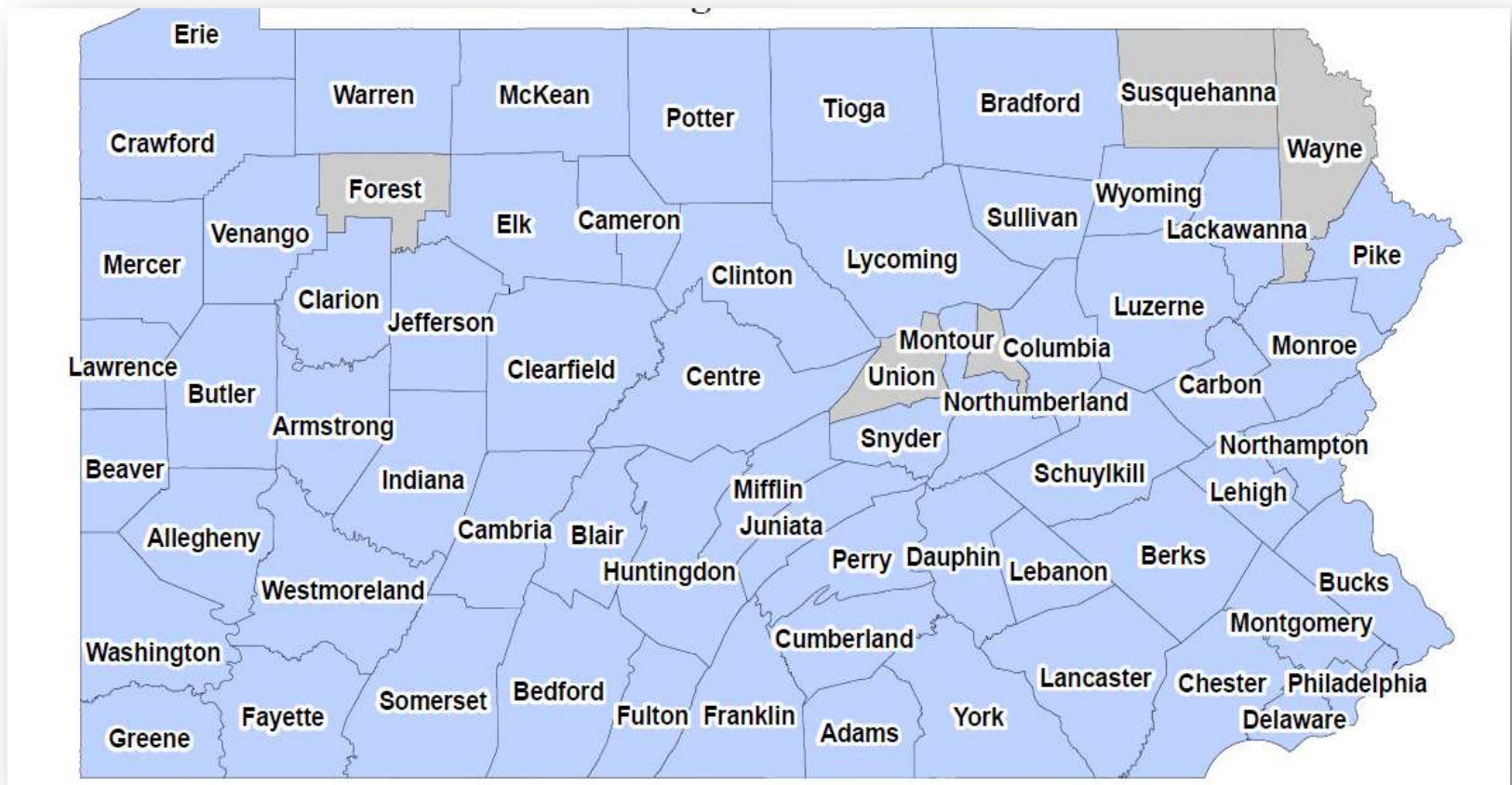
# ▶ Youth

- Educate local municipalities
- Increase visibility



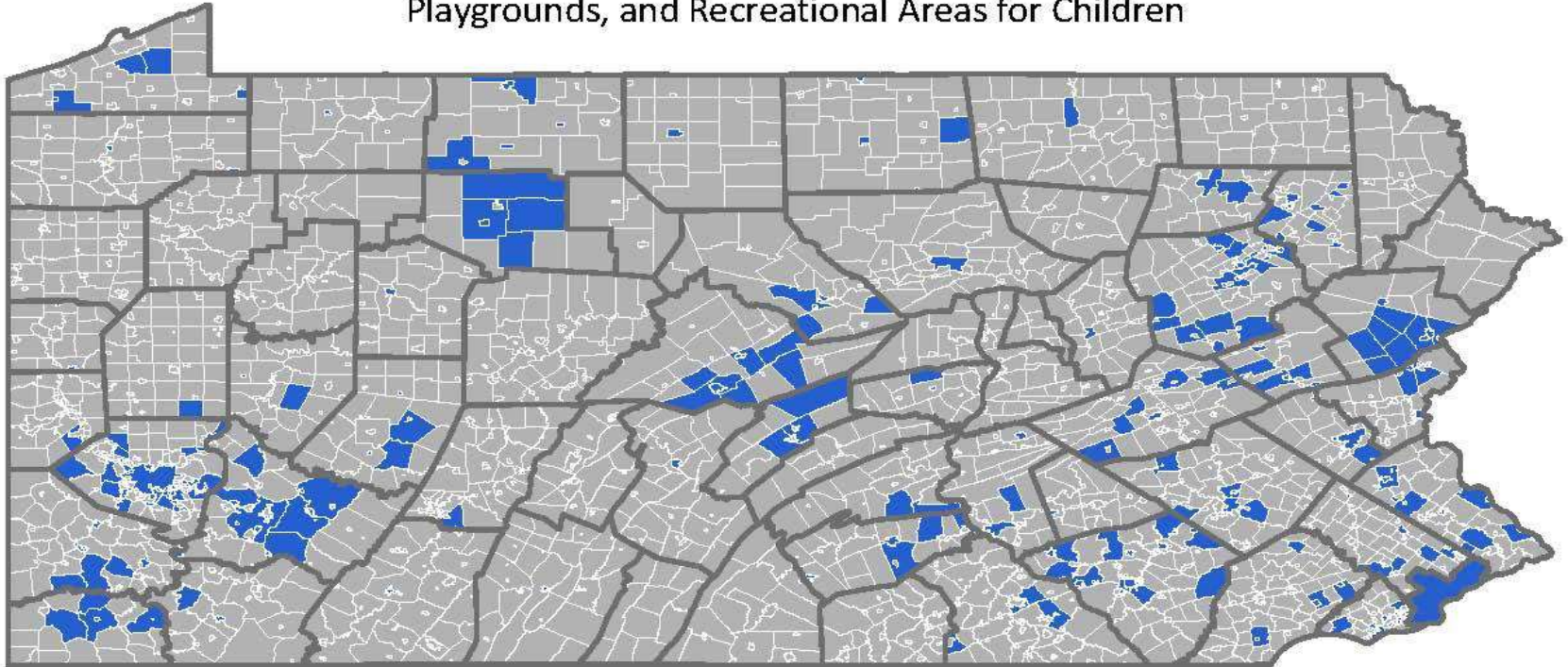
# IMPACT

What **impact** did Young Lungs at Play have?








The Impact of Young Lungs at Play in Pennsylvania:  
Municipalities with Ordinances, Policies, or Resolutions Banning Tobacco Use in Parks,  
Playgrounds, and Recreational Areas for Children



More than half of children under 15 in Pennsylvania  
live in municipalities impacted by Young Lungs at Play (60.0%).

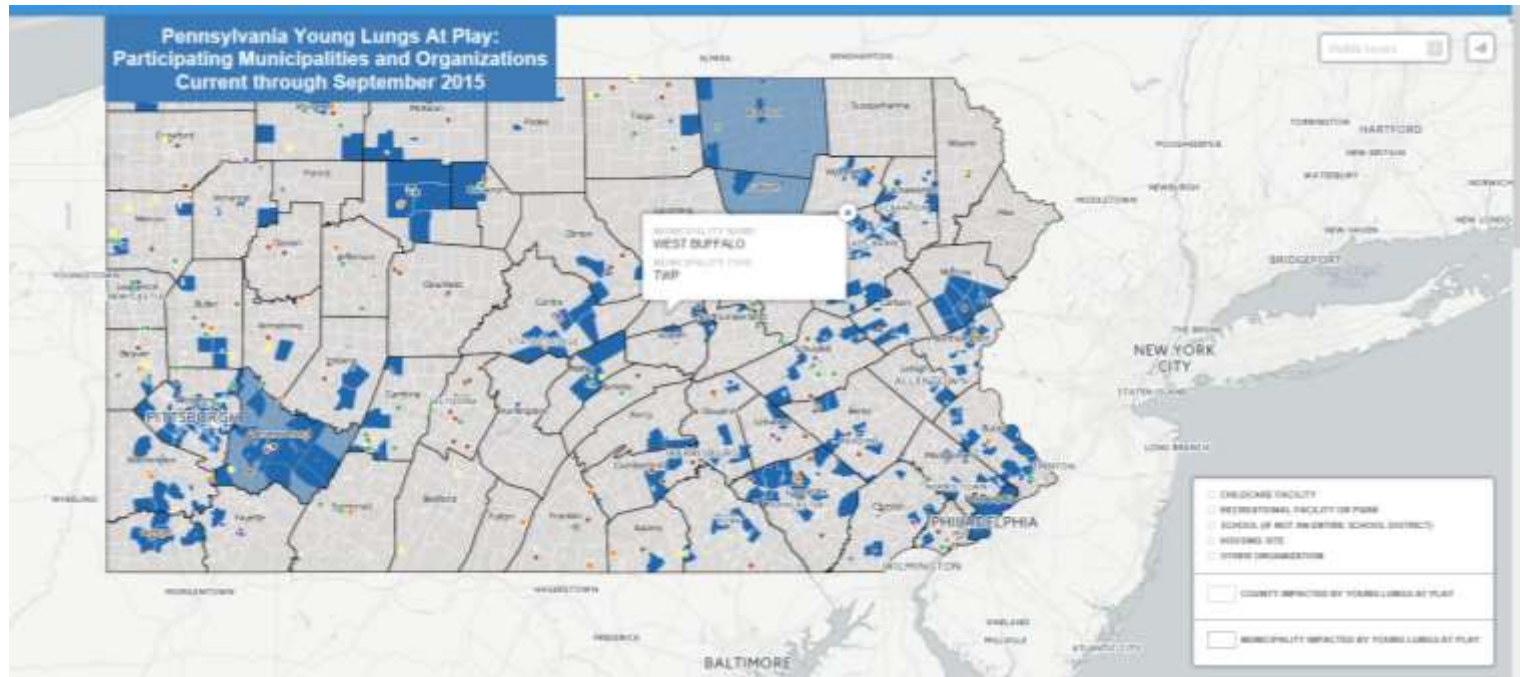


-  PA Counties
-  Municipalities impacted by Young Lungs at Play (n=303)
-  Other PA municipalities

Data Sources: PA DOH, Tobacco Prevention and Control  
Program Honor Roll and U.S. Census Bureau.  
October 2013.



# MAPPING



[https://phmcreg.cartodb.com/viz/c70ca250-61f0-11e5-a3ec-0e73ffd62169/public\\_map](https://phmcreg.cartodb.com/viz/c70ca250-61f0-11e5-a3ec-0e73ffd62169/public_map)

# HONOR ROLL

## PA Young Lungs At Play Honor Roll

September 30, 2015

### **769** Pennsylvania Department of Health Young Lungs at Play Tobacco-free Communities\*

This Honor Roll recognizes the growing number of Pennsylvania counties, municipalities, youth recreation organizations and school districts establishing tobacco-free parks, playgrounds and recreational areas to protect children and families from the health and environmental consequences of tobacco use and litter. Young Lungs at Play is a program supported by the Pennsylvania Department of Health. To view this Honor Roll online, go to the [Young Lungs At Play page](#) on the Pennsylvania Department of Health website. Thank you!

#### ***Adams County - 9***

Borough of Abbottstown  
Borough of Gettysburg (Gettysburg Area Recreational Authority)  
Conewago Valley School District  
Delone Catholic High School  
Fairfield Area School District  
Gettysburg Area School District  
Littlestown Area School District  
Upper Adams School District  
YWCA of Adams County

#### ***Allegheny County – 59***

Allegheny County Parks and Playgrounds  
Baierl Family YMCA  
Borough of Aspinwall





# MEDIA



# LOCAL CHAMPIONS

# ▶ Municipal Policies – Low SES





# POLICY – Local Champions





# Community Partners



**8 Regions**

# • Community Youth





# ▶ Park Leaders – DOH Leadership







SCHOOLS





# Tobacco is an environmental hazard!

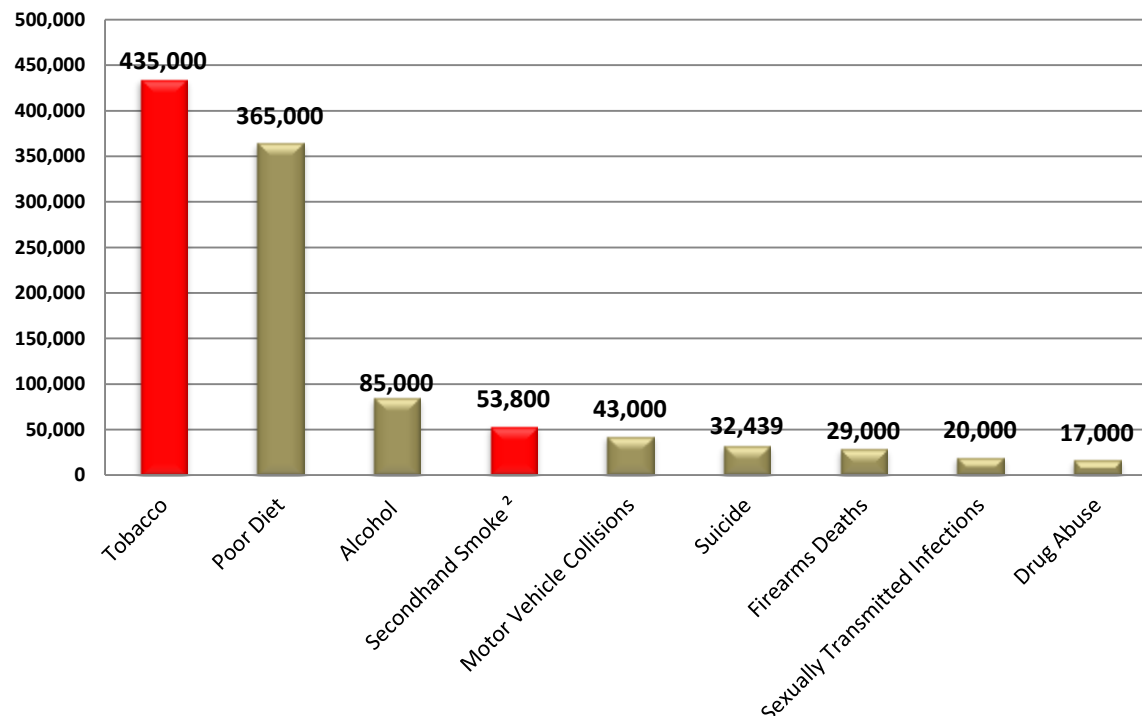
4.5 trillion cigarette butts become litter every year.





# HEALTH RISK!

Even when we factor in poor nutrition, tobacco remains the leading cause of preventable death and disability in the U.S.



Source: Mokdad, Ali H., Marks, James S. and Stroup Donna F. et. Al. Actual Causes of Death in the United States, 2000. JAMA. 2004;291:1238-1245.

<sup>2</sup> Source: Glantz, Stanton A., How many nonsmokers does secondhand smoke kill?. [Http://www.Tobacco.org/resources/Health/021022glantz.html](http://www.Tobacco.org/resources/Health/021022glantz.html)

# Implementation Plan

## Educate

- municipal leaders
- youth organizations
- Community Champions

## Develop Tobacco-free Policy:

- Definition of tobacco
- Enforcement plan
- Communications plan

Implement Policy, present Signs and list on Honor Roll

## Kick-Off Event



# Key Activity

Youth in leadership organizations educate elected officials, community leaders and policy makers on the importance of tobacco-free outdoor places where children play.



TRU's Vision is for all Pennsylvania youth to be tobacco- and nicotine-free.



# ▶ Youth Advocacy



# Toolkit



Young Lungs At Play  
TOOLKIT 2016

- Model Language
- E-cigarettes
- [Media Events](#)

# ORDINANCE, RESOLUTION OR POLICY?

**MUNICIPAL ORDINANCE = Strongest Statement** to prohibit tobacco use in parks and playgrounds.





# LOSS OF FACILITY RENTAL INCOME “All or Nothing!”

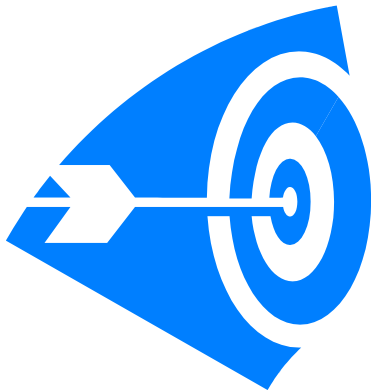
**Municipalities** are concerned that a restriction of tobacco use will discourage people from using the parks; particularly facilities that are rented; resulting in **lost revenue**.

Additionally, councils could not rationalize how they would deem certain parks and events tobacco-free while hosting other recreation areas and events allowing tobacco use.



# ▶ Playgrounds

Have Always Been Of Interest To The Tobacco Industry



**"PRE-SMOKERS"** term used in 1973 draft paper, written by R. J. Reynolds' research planning department [Scripps Howard 03/30/98](#)

Seeing adults or other young people smoking or chewing tobacco in a family-friendly place, **"NORMALIZES"** the act of tobacco use for children.

**ADVERTISE** heavily at retail outlets near schools and playgrounds using large ads and signs clearly visible from outside stores.

# SMOKERS' RIGHTS

People want to be able to "step away" from an area where children are playing - and smoke.....discretely.



There are already too many signs that state **NO:**  
**No Skateboarding/Rollerblading. No Dogs. No Alcohol.**  
I don't want to put up one more sign that says "NO!"



# Enforcement

## Major obstacles

Primary concern - low income/financially distressed communities  
Too few law enforcement staff

## Councils

Concerned about arguments and ultimately police action.  
The hope is that common courtesy would reign

## Cost

Free Signs

Costs - introducing new law, advertising law, enforcing law through police action.

**We simply cannot afford to hire tobacco police!**

**Local government **thinks** they cannot afford the change!**

# Lancaster County: World No Tobacco Day 2013



# QR Codes

- Sticker placed on bottom of YLAP signs
- Links to “It’s Like They’re Smoking” commercial
- Commercial links to SEPA website
- [LINK TO VIDEO](#)





# QR Codes

**YOUNG LUNGS AT PLAY!**






**THIS IS A TOBACCO-FREE ZONE**

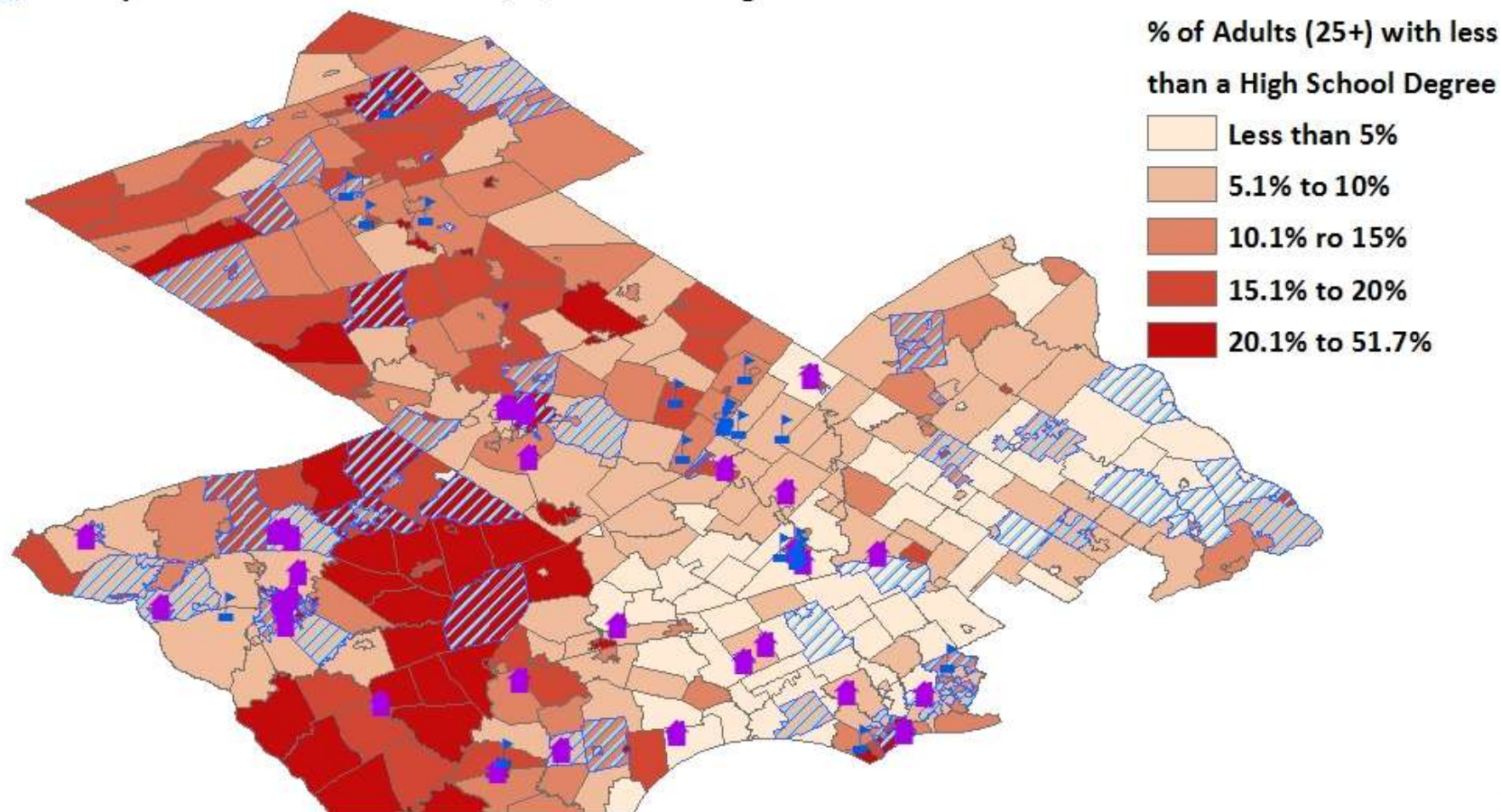


  
**pennsylvania**  
DEPARTMENT OF HEALTH

FOR HELP TO QUIT TOBACCO  
CALL 1-800-QUIT-NOW  
(1-800-784-8669)  
[www.DeterminedToQuit.com](http://www.DeterminedToQuit.com)

# Municipalities, Schools and Organizations Utilizing Young Lungs at Play (YLAP) Signs to Promote their Parks and Playgrounds Protected by Tobacco Free Ordinances, Policies or Resolutions by Education Level

-  Schools and Daycares with Tobacco Free O/P/R and YLAP Signs
-  Organizations (e.g. YMCA's and Sports Complexes) with Tobacco Free O/P/R and YLAP Signs
-  Municipalities with Tobacco Free O/P/R and YLAP Signs\*






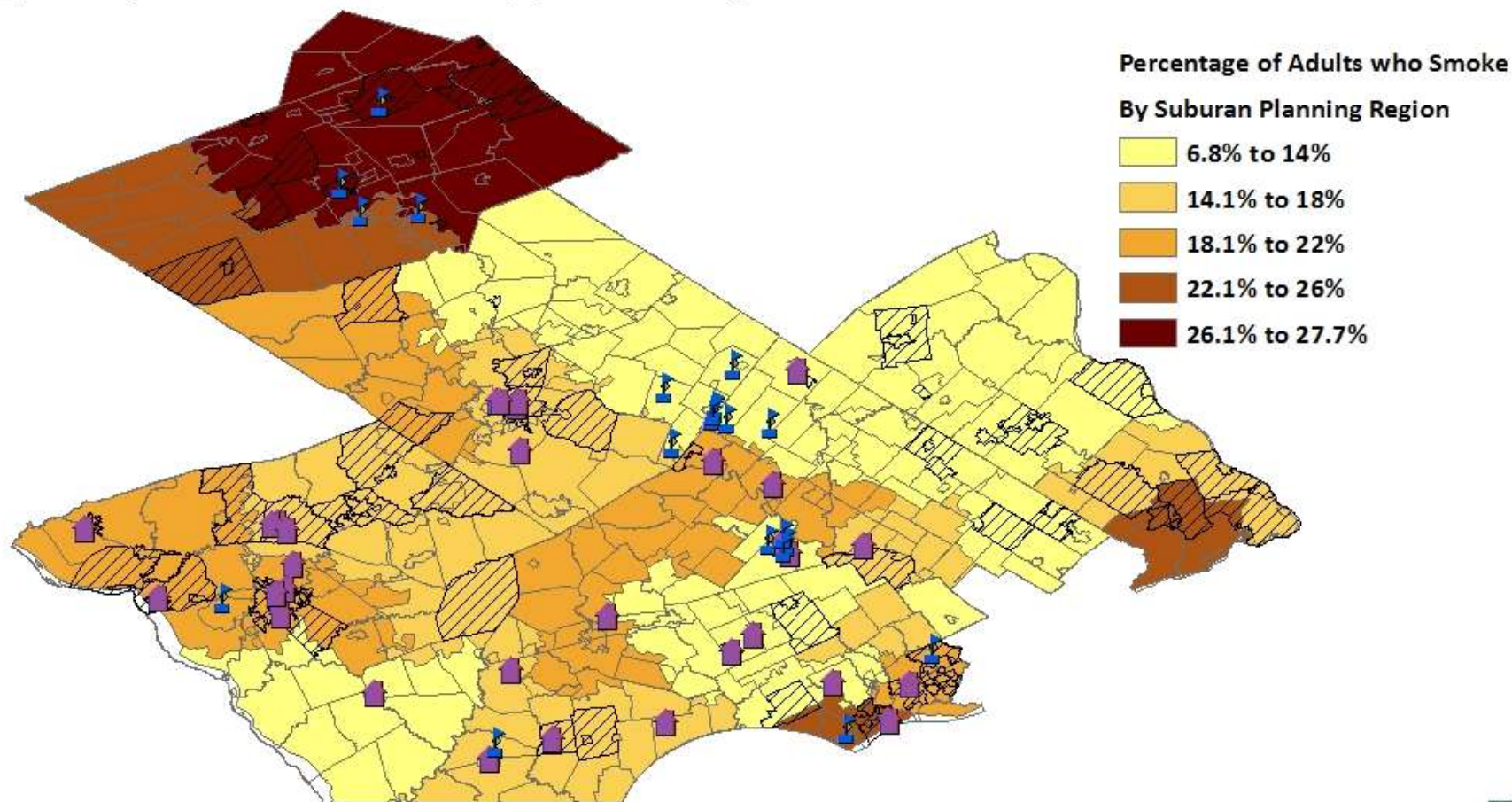
Source: \*SEPA TCP YLAP Database, \*\*2008-2012 American Community Survey  
Ordinance, Policy or Resolution (O/P/R)





# Municipalities, Schools and Organizations Utilizing Young Lungs at Play (YLAP) Signs to Promote their Parks and Playgrounds Protected by Tobacco Free Ordinances, Policies or Resolutions by Smoking Prevalence

-  Schools and Daycares with Tobacco Free O/P/R and YLAP Signs
-  Organizations (e.g. YMCA's and Sports Complexes) with Tobacco Free O/P/R and YLAP Signs
-  Municipalities with Tobacco Free O/P/R and YLAP Signs\*



Source: \*SEPA TCP YLAP Database, \*\*PHMC's 2012 SEPA HHS and 2011 BLS Survey  
Ordinance, Policy or Resolution (O/P/R)





# Multi-Unit Housing



# Multi-Unit Housing



# Multi-Unit Housing



## GOAL

increase the number of people  
protected by new smoke free  
policies in multi-unit housing



# Community Partners



Chester County

# ▶ THANK YOU!



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